



Q1 Results 2009

April 22, 2009

Hans Stråberg, President and CEO

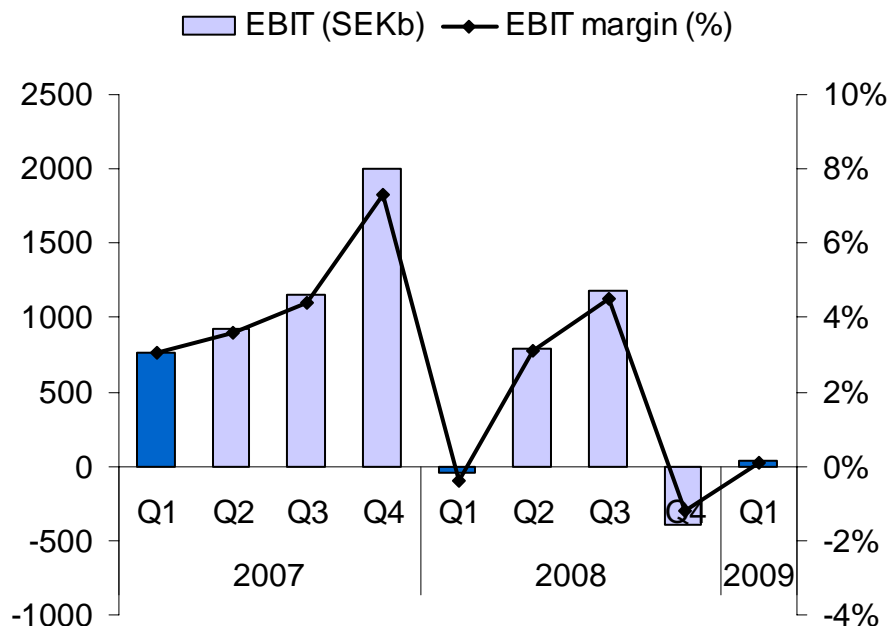
Jonas Samuelson, CFO

Peter Nyquist, IR

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Q1 Highlights

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- EBIT amounted to SEK 38m, excluding items affecting comparability
- Restructuring in China, Italy and Russia
- Continued weak demand in all major markets
- Negative currency impact
- Strong cash flow
- Ongoing cost-cutting measures are giving result
- Price increases in Europe
- US launch – net negative impact of SEK -200m

(SEKm)	<u>Q1 2008</u>	<u>Q1 2009</u>
Sales	24,193	25,818
EBIT	-39	38
Margin	-0.2%	0.1%

US launch and non-recurring items

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Non-recurring items

SEK (m)	Q1, 2009	Q1, 2008
North America		
▪ Launch	-200	-120
▪ Litigation		-80
Europe*	-	-350
Total	-200	-550

Items affecting comparability

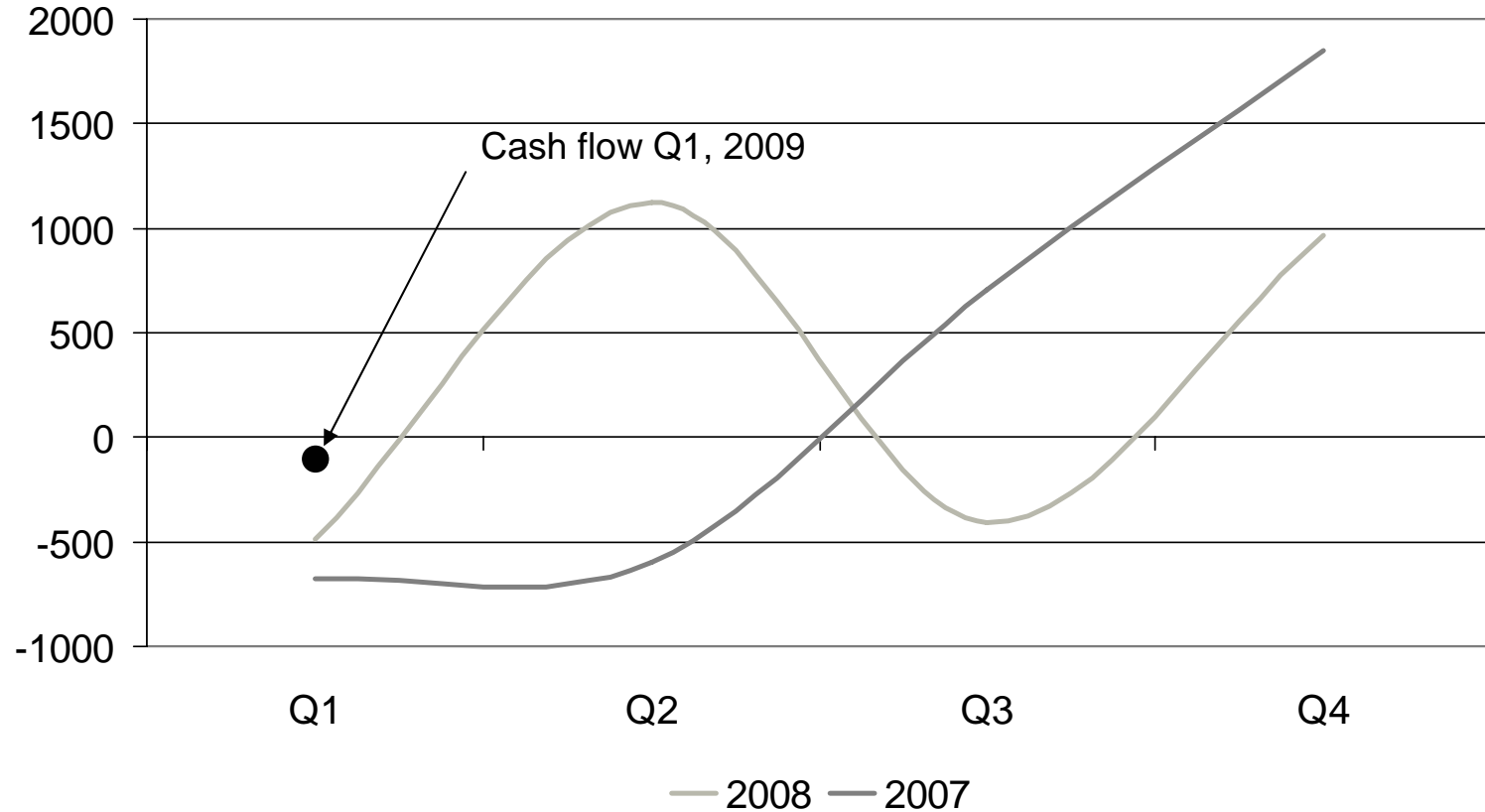
▪ Changsha, China	-187	
▪ Porcia, Italy	-132	
▪ St Petersburg, Russia	-105	
▪ Reversal of unused restructuring		34
Total	-424	34

*) Includes Cost Cutting Program (-360m), Component Issue (-120m) and Capital Gain (+130m)

Cash flow per quarter

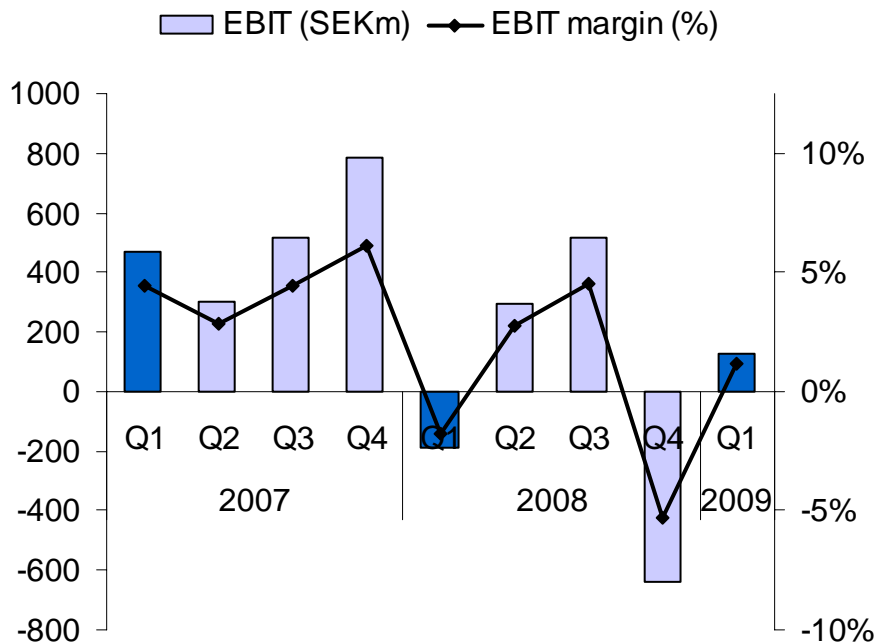
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Cash flow from operations and investments



Consumer Durables Europe

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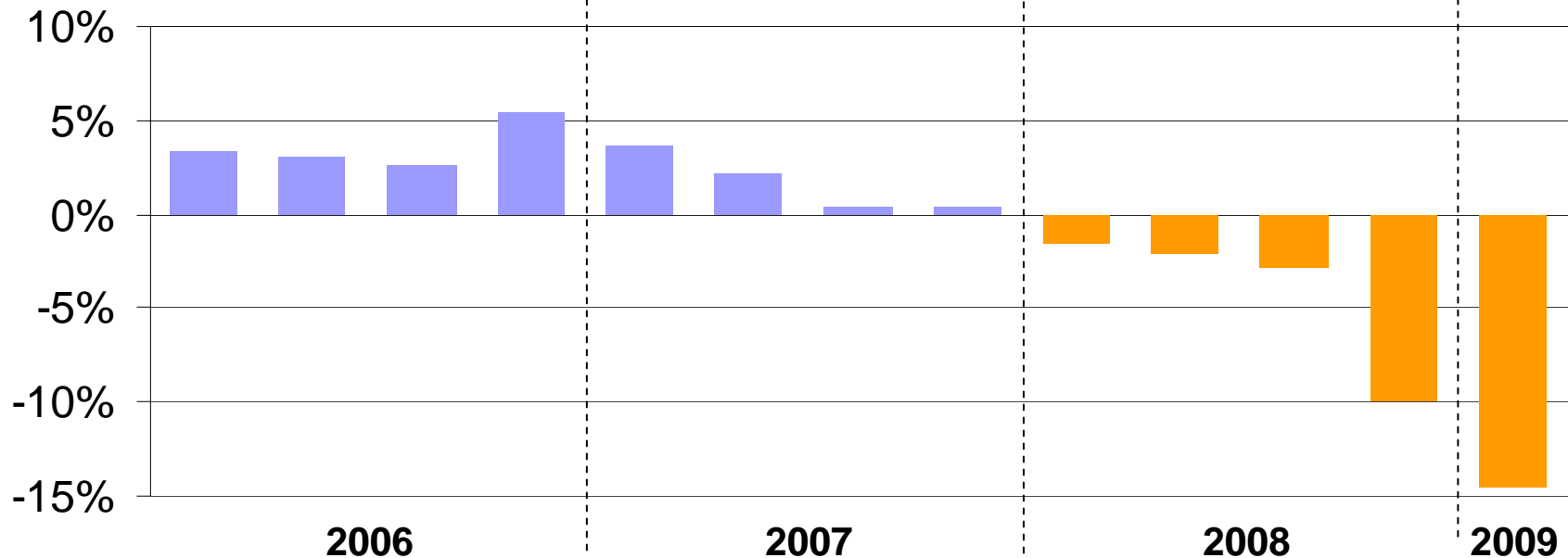
(SEKm)	<u>Q1 2008</u>	<u>Q1 2009</u>
Sales	10,525	10,175
EBIT	-192	125
Margin	-1.8%	1.2%

- Weak market
- Lower sales
- Underlying result in line with previous year
 - Lower volumes
 - Reduced capacity utilization
 - Price increases
 - Cost reductions
- Weak market and negative currency impact for floor-care products

Market development in Europe

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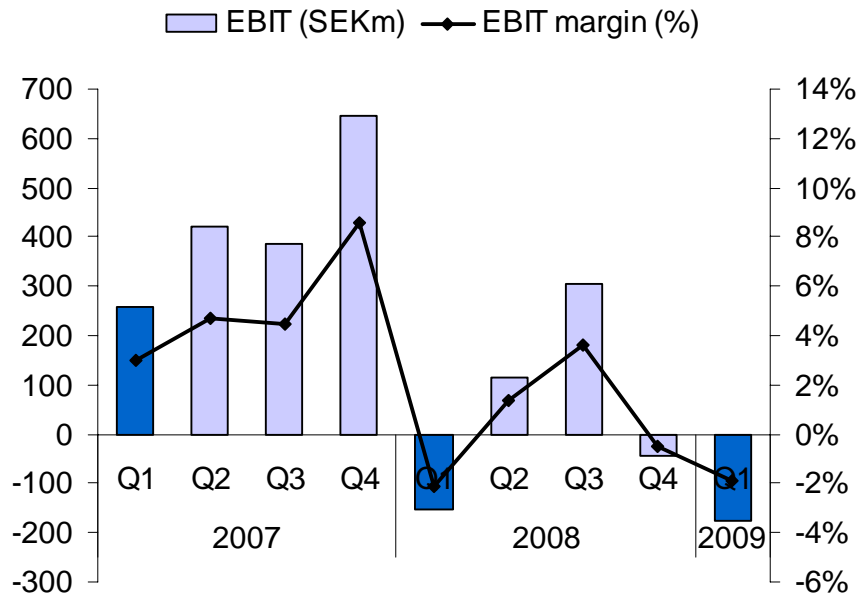
Quarterly comparison, year on year



	2006				2007				2008				2009
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
West. Europe	4%	1%	1%	5%	1%	1%	-1%	-5%	-4%	-4%	-5%	-8%	-9%
East. Europe	1%	9%	6%	7%	14%	5%	5%	10%	6%	5%	4%	-15%	-31%

Consumer Durables North America

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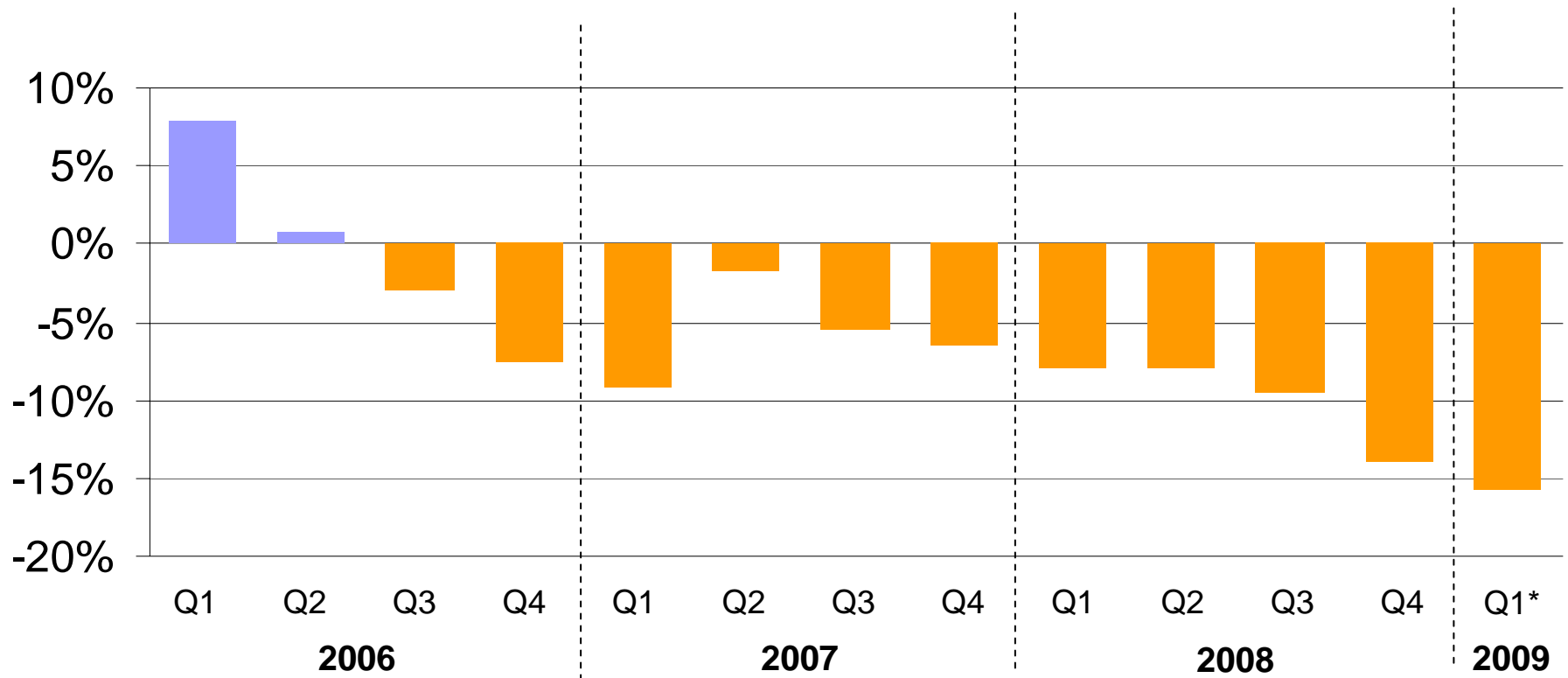
(SEKm)	<u>Q1 2008</u>	<u>Q1 2009</u>
Sales	7,275	9,144
EBIT	-154	-177
Margin	-2.1%	-1.9%

- Weak market
 - Lower sales in comparable currencies
- Market-share gain
- SEK 200m negative net impact of US launch
- Increased raw-material costs
- Floor Care: Lower sales partly mitigated by improved mix and price increases

Market development in North America

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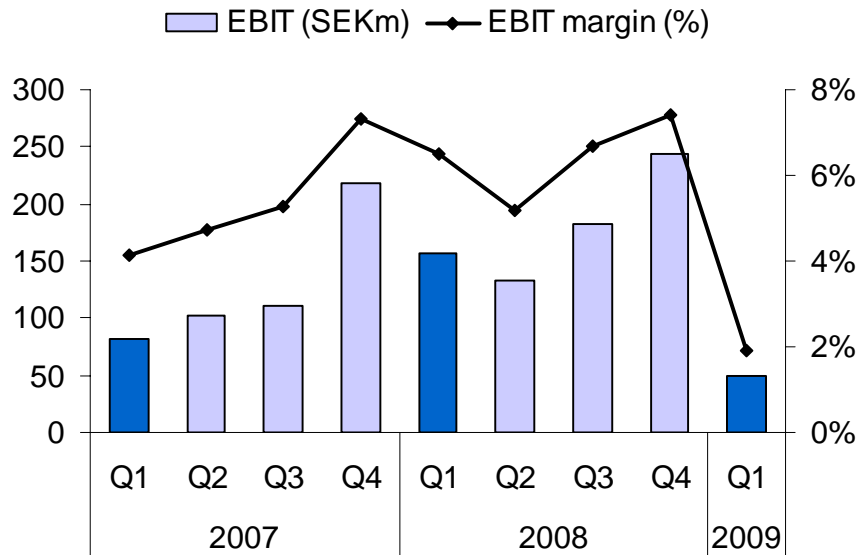
Quarterly comparison, year on year





Consumer Durables Latin America

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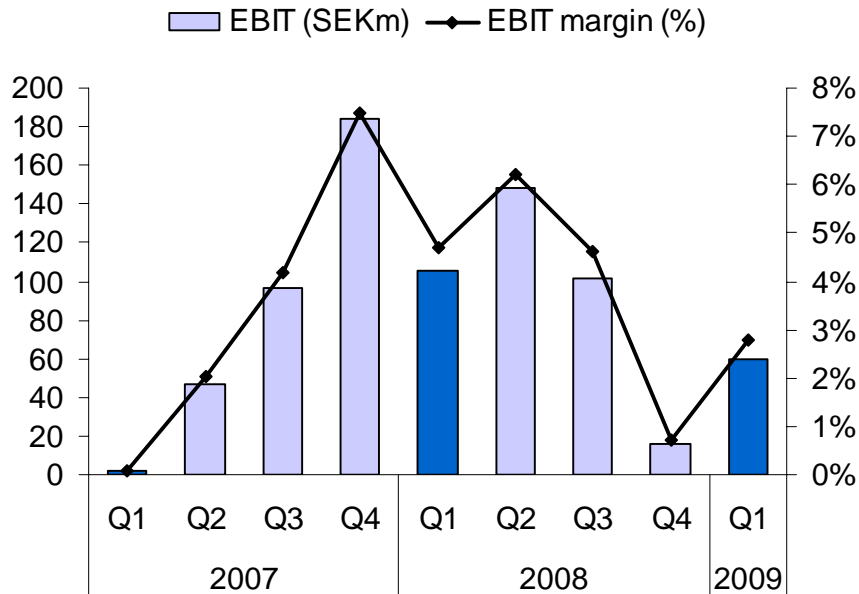


- Declining demand in Brazil
- Market-share gain
- Operating income lower than last year
 - Large negative currency impact
 - Product mix
- Price increases

(SEKm)	<u>Q1 2008</u>	<u>Q1 2009</u>
Sales	2,404	2,625
EBIT	156	50
Margin	6.5%	1.9%

Consumer Durables Asia/Pacific & Rest of world

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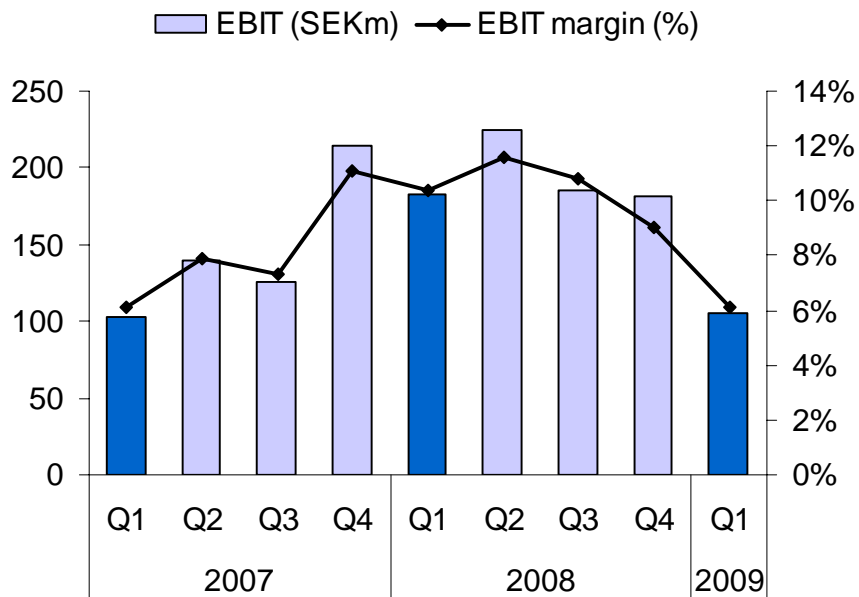



(SEKm)	<u>Q1 2008</u>	<u>Q1 2009</u>
Sales	2,228	2,145
EBIT	105	60
Margin	4.7%	2.8%

- Australia/New Zealand
 - Market-share gain
 - Price increases
 - Cost reductions
 - Negative currency impact
- Closure of Changsha factory in China
- Positive price and mix in Southeast Asia

Professional Products

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(SEKm)	<u>Q1 2008</u>	<u>Q1 2009</u>
Sales	1,753	1,727
EBIT	183	105
Margin	10.4%	6.1%

- Food-service
 - Weak demand
 - Lower capacity utilization
 - Cost reductions
- Laundry
 - Lower sales volumes and capacity utilization
 - Improved price and mix
 - Positive impact by M&A savings

Market view business areas and raw materials impact

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Market demand

Q209

FY09

Europe



North America



Latin America



Raw materials

Costs for steel



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Factors affecting forward-looking statements

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Factors affecting forward-looking statements

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